

Before the
Federal Communications Commission
Washington D.C. 20554

In the Matter of

Blueprint for Green, LLC

For exemption from the
Closed Captioning Requirements
Section 79.1 of the Commission's Rules

To: Marlene Dortch, Secretary
Attn: Consumer and Governmental Affairs Bureau, Disabilities Rights Office
Federal Communications Commission

Petition for Exemption

Pursuant to 79.1(f) of the Federal Communications Commission's Rules and Regulations, 47 C.F.R. 79.1 (f), Blueprint for Green, LLC, formally requests an exemption from the closed caption requirements for its production of a local television show titled, "Blueprint for Green," from the Federal Communications Commission's Rules and regulations. In support of this request please find the following:

I. Preliminary Statement

1. Blueprint for Green, LLC is a small, family owned operation which will produce a weekly television program. This television program is on-half hour in length and is scheduled to be broadcast on two television stations.

2. Although, as of this date, "Blueprint for Green" has secured distribution and scheduled programming in two different commercial broadcast markets, Blueprint for Green, as a start up program has yet to secure an advertising clientele base which will support the production costs of this program. Additionally, the start-up costs associated with Blueprint for Green, amount to nearly \$500,000.

II. Reasons for Exemption

3. Section 79.1 (f) (2) of the Commission's Rules requires a petitioner for exemption to submit evidence to demonstrate compliance with the following factors:

"A petition for an exemption must be supported by sufficient evidence to demonstrate that compliance with the requirements to closed captioned video programming would cause an undue burden. The term "undue burden" means significant difficulty or expense. Factors to be considered when determining whether requirements for closed captioning impose an undue burden include:

- (i) The nature and cost of the closed captions for the programming
- (ii) The impact on the operation of the provider or program owner
- (iii) The financial resources of the provider or program owner; and
- (iv) The type of operations of the provider or program owner

Each of these items is addressed as follows:

4. Considering first the nature and cost of providing closed captions for "Blueprint for Green." Blueprint for Green LLC has looked into this matter and concluded that the cost of having an outside company provide closed captioning on a weekly basis would amount to approximately \$15,600.00 per year – BUT ONLY IF THE SHOW WERE PRODUCED IN STANDARD DEFINITION, WHICH IT IS NOT (see below for further discussion on high definition). This however takes into account only the outside service of actually providing the closed captioning to an original master. It does not take into account the added expenses on a weekly basis to courier and/or ship tapes/discs to an outside vendor to perform this service. Additional expenses are incurred for an employee to coordinate transfer of tapes/discs, track and verify closed captioning is accurate and correct prior to broadcast as well as additional paperwork involved. Based upon a limited staff, Blueprint for Green, LLC may find it necessary to add an additional employee to the payroll to administer and coordinate additional closed captioning activities.

5. The next item to be considered is the impact on the operation of the provider or owner. Because the nature of the production schedule of this weekly show, "Blueprint for Green," the time delay of having an outside vendor close caption each episode may have an adverse effect on supplying our broadcast stations with the show in a timely fashion for targeted and fixed broadcast dates. As this is a new weekly show, writing, producing, photographing and editing with limited a staff, and hard deadlines for our broadcast stations, can lead to finishing the final program product shortly before broadcast time. The

additional time to have a closed captioning service will indeed have a considerable impact on the operation of the program which may delay or even cause the program to miss its scheduled air date.

As this program is be produced with the latest High Definition Video Blueprint for Green, LLC has not been able to secure a local vendor or out state vendor who can provide us with closed captioning services in a system which will work with our *high definition format requirements*. Until such time when closed captioning becomes readily accessible in our required high defintioins format on a timely basis Blueprint for Green LLC operations will be adversely affected by closed caption requirements.

6. The third item noted is the financial resources of the provider or owner. At this time, Blueprint for Green, LLC, will provide the program "Blueprint for Green" to two television stations. This will happen as negotiations with additional markets continue. As noted earlier, this is a new start up program which, in order to attract advertisers, requires distribution. At this time, "Blueprint for Green" is seeking revenue through commercial advertising on the program. We anticipate generating gross revenues of approximately \$30,000 per month by the end of the first year of production. However, these revenues are schedule for, salaries and production costs and overhead. Adding approximately \$30,000 to cover all aspects of closed captioning, if even feasible in our format, would seriously reduce any income potential for Blueprint for Green, LLC.

7. Finally, the last item to be considered is the type of operations of the provider or program owner. In this case, Blueprint for Green, LLC produces a weekly program, "Blueprint for Green," which is dedicated to providing information on the building of new residential structures and remodeling older structures in an efficient and environmentally sustainable fashion. While this is a new production for Blueprint for Green, LLC, it is not a unique or limited program type. There are numerous other programs which also delve into these same issues that are available to the hearing impaired, with closed captioning.

III. Conclusion

8. We have shown that Blueprint for Green, LLC is a small family owned business which will produce a weekly television program titled, "Blueprint for Green." The costs of adding closed captioning to this weekly program will constitute a burden to the company with regards to its financial standing and production broadcast schedule. The ability of an outside vendor to render closed captioning for this program in a suitable and timely fashion for a necessary High Definition formats is currently in question. We have also established that this show, "Blueprint for Green," is not of a unique nature. There are other shows which deal in the same subject matter which are currently close captioned.

9. Therefore, we have established compliance with the four items listed in 79.1 (f) of the Federal Communications Commission's Rules and Regulations. As this has been shown, Blueprint for Green, LLC and its production of a weekly television show, "Blueprint for Green," should be issued an exemption from the closed caption requirements.

Respectfully Submitted,

This 18th day of September, 2007

Blueprint for Green, LLC
5500 Lincoln Drive, Suite 150
Edina, MN 55436

By: Kristin M. Geer

Print. Kristin M. Geer
President

Affidavit

I, Jessica Dahl, deem that the information in the Petition for Exemption for closed captioning for the television program, "Blueprint for Green" produced by Blueprint for Green, LLC is accurate and truthful. The additional requirement to provide closed captioning on this program constitutes an "undue burden" on this fledgling company as stated in the petition.

This 18th day of September, 2007

Signature, _____

Print, _____

Title, _____

Jessica Dahl
Jessica Dahl
Office Manager

Sworn to and subscribed before
me, this 18th day of September, 2007

Kandiah Rajalingam

